ABSTRACT

Improvement on delivery of continuous media programs, such as video, divides the programs into prefixes and suffixes of data. One of these groups, or other groups associated with alternate on-demand data streaming, may be stored at a remote location, while the other of the groups may be stored at a plurality of regional locations. Accordingly, when the media program is ordered by a plurality of clients, a portion of the program will be broadcast from the regional server, while the other portion of the program will be transmitted from the remote server. The prefixes and suffixes are chosen so as to maximize the efficiency of data transfer taking into account the cost of storing the data as well as bandwidth costs.

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27